



PRESS RELEASE

For Immediate Release

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DVB-T2 FORGES AHEAD

Second Generation Terrestrial Standard Gathers Strong Worldwide Interest

Amsterdam – 10 September 2010 – DVB is pleased with the momentum achieved by its second-generation digital terrestrial standard, DVB-T2, since its first commercial launch earlier this year in the UK.

The UK's Freeview HD service was launched officially in March this year. At present the service is offered in a number of regions and is expected to become widely available during 2011. The economies of scale that have already been generated by the take-up of the new DVB-T2 services have made receivers more affordable with set-top boxes retailing for as low as 70 GBP.

Elsewhere in Europe, Italy has seen the recent launch of DVB-T2 for pay TV services. In Finland, the operator DNA Oy is to launch two HDTV multiplexes in VHF band III using the DVB-T2 with H.264 encoding. The services are to be commercially available to 40% of Finnish households by the end of 2010 with coverage expected to reach 60% in 2011. The Swedish broadcaster Teracom has commenced the upgrade of its network to provide HD services using DVB-T2, which are scheduled to be on-air in early 2011.

Advanced trials are currently taking place in Austria, Denmark, the Czech Republic and Germany. With the positive results of the UK launch, more and more countries are considering launching services using DVB-T2 in the near future. Outside Europe, the first countries that are considering DVB-T2 are Australia, India, Kenya, Malaysia, Singapore and Thailand.

The technology and the principal participants in its development within DVB have been recognised with awards from the IEEE International Symposium on Consumer Electronics and The Royal Television Society. DVB-T2 is currently shortlisted for an IBC Innovation Award.

Peter Siebert, DVB's Executive Director said, "We are delighted and proud of the enthusiasm for and the progress made by DVB-T2. It is exceptional to see a standard move from the drawing board to market implementation with the speed that DVB-T2 has achieved. The whole process is a credit to DVB and all those that participated in creating it success".

DVB-T2 Forges Ahead

DVB-T2 is the world's most advanced digital terrestrial transmission system offering higher efficiency, robustness and flexibility. It introduces the latest modulation and coding techniques to enable the highly efficient use of valuable terrestrial spectrum for the delivery of audio, video and data services to fixed, portable and mobile devices. These new techniques give DVB-T2 a 50% increase in efficiency over any other DTT system in the world.

About DVB

Digital Video Broadcasting (DVB) is an industry-led consortium of over 250 broadcasters, manufacturers, network operators, software developers, regulatory bodies and others committed to designing global standards for the delivery of digital television and data services. DVB standards cover all aspects of digital television from transmission through interfacing, conditional access and interactivity for digital video, audio and data. The consortium came together in 1993 to create unity in the move towards global standardisation, interoperability and future proofing.

DVB dominates the digital broadcasting environment with thousands of broadcast services around the world using DVB's open standards. There are hundreds of manufacturers offering DVB compliant equipment. To date there are over half a billion DVB receivers shipped worldwide. DVB standards are also widely used for other non-broadcasting applications such as data on the move and high-bandwidth Internet over the air. Further information about DVB can be found at: www.dvb.org, www.dvb-h.org, www.mhp.org and www.dvbworld.org.

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